

JOINT MEDIA RELEASE

Primary Dental and Afterpay partnership makes healthcare more accessible

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Preliminary results from a trial partnership between Primary Dental, part of ASX-listed Primary Health Care Limited (Primary), and Afterpay show the payment service is helping to bridge the gap between people who can and can't afford a trip to the dentist.

Launched in 61 Primary Dental practices across Australia in August this year, the trial was a result of customers requesting the Afterpay payment plan be made available to patients for medical and health expenses.

The Primary Dental partnership is Afterpay's first vertical expansion into healthcare and dental services and has proven extremely popular, with thousands of patients opting to pay via the new method since launch.

Primary Dental CEO, Michelle Aquilina, said "Primary has responded to patients seeking greater accessibility to affordable services. With cost being the greatest barrier to patients for dental procedures, they now have the ability to do so through the Afterpay service."

"We were very excited to be the first dental partner of Afterpay, and since launching the partnership we have experienced an overwhelming response to the service with more patients taking up much needed dental services. This partnership will strengthen our commitment to providing Australians with accessible, affordable and quality dental care in all of our centres where patients can access dental, GP and other health service under one roof," Michelle concluded.

Afterpay's Group Head, David Hancock, said the partnership had been welcomed by both patients and practitioners.

"This is a really important next step in Afterpay's customer journey – we're about offering people flexibility in how they pay as well as added control over how they manage their expenses," he said.

"We chose Primary Dental as our launch partner because, like us, they have an incredibly strong customer focus.

"We're proud to be able to help patients afford the dental care they need and hope this is the first of many ways we can assist people with their health expenses."

A February 2018 report from IBIS World valued Australia's dental services sector at \$10.6 billion, with over 14,500 active businesses and a projected growth rate of 2.7% per year.

ENDS

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About Primary Dental

Primary Dental is part of Primary Health Care, one of Australia's leading listed healthcare companies.

Primary Dental is one of the country's leading providers of affordable and accessible dental services to families across Australia for over 20 years. Primary Dental partners with independent dentists to offer patients with affordable payment options, extended opening hours, online appointments, over 60 Primary Dental locations across Australia, QIP accredited and is a preferred provider of many health funds. For more information about Primary Dental visit www.primarydental.com.au.

About Afterpay Touch Group

Afterpay Touch Group (ATG) is a technology driven payments company with a mission to make purchasing feel great for a global customer base. ATG comprises the Afterpay and Touch products and businesses. Afterpay is driving retail innovation by allowing leading retailers to offer a 'buy now, receive now, pay later' service that does not require end-customers to enter into a traditional loan or pay any upfront fees or interest to Afterpay. Afterpay currently has over 2.2 million customers and approximately 16,500 retail merchants on-boarded. Touch comprises innovative digital payment businesses servicing major consumer facing organisations in the telecommunications, health and convenience retail sectors in Australia and overseas.